

AASCU Associate Director of Membership

POSITION PURPOSE

The Assistant Director is responsible for the implementation of programs and activities designed to improve member relations and strengthen and promote member retention and renewals. No positions report directly to the Assistant Director.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

Assistant Director duties:

Membership Services

- Develop, implement, monitor, and evaluate membership marketing campaigns to achieve departmental goals and objectives.
- Work closely with the Vice President to examine member data, identify trends, and opportunities to engage and recruit members.
- Coordinate with various internal departments to execute yearlong member dues billing and renewal processes.
- Review and evaluate membership transactions, statistics and program registration.
- Draft letters, contact members who are in grace period or lapsed status to solicit new/renewal membership.
- Participate in departmental efforts designed to proactively maintain and improve data accuracy and integrity by updating member and nonmember records with information obtained from a variety of sources.
- Participate in future CRM design phases and participate on cross-functional data governance or other similar teams.
- Respond to member inquiries or general member services internal requests and via phone or email
- Maintain and update membership database to include: tracking presidential appointments, terminations, resignations and retirements, institutional membership changes
- Regularly update-committee, affiliate and eligible non-member files and communicates with other divisions about changes in institutional membership status
- Develop and maintain reports (such as outreach by division) to assist the AASCU president and vice president in managing member recruitment and retention
- Oversee engagement/onboarding process for new members including distributing welcome kits, phone calls, and e-mail communications.
- Handle inbound member/customer phone and email general inquiries and transfer to appropriate staff when necessary

Board of Directors and Standing Committees

- Annually coordinate the process for soliciting nominations and developing the slate of officers and directors for the AASCU Board of Directors and the

- Nominating Committee
- Annually coordinate the annual Standing Committee assignment process
 - Annually prepare materials and provide staff support for the Council of Presidents/Business Session at the AASCU Annual Meeting
 - Maintain Standing Committee and Board Appointments in membership database

Other Program Support

- Assist with preparation of division's annual report and reports to the Board of Directors
- Perform other duties as requested

QUALIFICATIONS

Required:

Bachelor's degree

5 to 7 years of relevant experience (association experience preferred)

Proficiency with an Association Management System (e.g., iMIS)

Proficiency with Microsoft Office Suite (Outlook, Access, PowerPoint and Excel) Attention to detail and ability to manage multiple high priority projects

Excellent written and verbal communication skills Excellent

interpersonal and customer service skills

Ability and willingness to travel

Preferred Knowledge, Skills, and Abilities

- Knowledge of databases, CRM/association management system and data visualization tools are a plus
- Results-driven
- Must be able to understand the intended result and be able to create and execute the step-by-step tasks needed to accomplish the goal
- Must be task oriented and self-starter
- Extremely well-organized, goal-oriented and very high attention to detail
- Must be articulate and comfortable contacting members to track down information, follow up on lapsed memberships, and respond to inquiries
- Exceptional oral/written communications, analytical, decision-making, problem-solving, teamwork, and interpersonal skills
- Experience working in CRM or other association management tools